



**PRESS RELEASE
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**Le French May Arts Festival receives Gold Award for Arts Promotion from
The Hong Kong Arts Development Council**

(22/4/2009, Hong Kong) Le French May Arts Festival is awarded the Gold Award for Arts Promotion of Hong Kong Arts Development Awards 2008, organized by Hong Kong Arts Development Council.

Mr Jacques Soullou, Consul of Culture & Science of Consulate General of France in Hong Kong and Macau, said "I am thrilled that the Arts Development Council is acknowledging Le French May Arts Festival with a gold award and we are determined to continue to provide a platform for French and local artists to perform and to inspire each other."

Since 2006, Hong Kong Arts Development Council has recognized arts associations that have supported and made contributions to local arts development. Out of the six categories of awards, the Award for Arts Promotion is especially given to organizations who have contributed significantly in promoting and supporting arts activities.

Organized by the Consulate General of France in collaboration with the Alliance Française of Hong Kong, and with the support of the Leisure and Cultural Services Department, Le French May has grown during the past 16 years to become one of the largest French arts festivals in Asia. During its history, Le Festival has staged over 500 events of the highest international caliber, covering a broad array of artistic disciplines including the visual arts, opera, classical and contemporary music, dance, new circus, cinema, as well as the culinary arts which we have developed into a standalone programme entitled GourMay.

In 2008, Le French May Arts Festival organized a total of 39 programmes. Together with 24 local partners, more than 300 artists from France and Hong Kong jointly performed in these programmes, fulfilling one of Le Festival's aims of being the exchange platform for Chinese and French artists. Over 105,000 visitors attended the shows of Le Festival, with more than 4,000 student tickets sold. The performances were held in 10 performing arts venues, 12 exhibition venues and 3 universities, located in every part of Hong Kong.

Arts Education

In order to groom a new generation of audience and art supporters in Hong Kong and Macau, Le Festival included a strong element of art education. In 2008, a total of 21 speeches, seminars, lectures, free concerts, movie screening, master classes, symposiums, and meet-the-artist sessions were held alongside Le Festival.



Outreach Programme

Le French May also launched its Community Outreach Programme in 2008. Le French May cooperated with Harmony House and the Student Aid Society of Hong Kong to present “Le French May Community Outreach Programme – Rain/Bow in Tian Shui Wai” on 1 June 2008. A new circus performance entitled “Rain/Bow” was staged and over 700 students and family members from Tian Shui Wei attended this free performance.

Furthermore, Le French May, along with the Tung Wah Group of Hospitals, held a special Charity Gala Dinner entitled “Le French May for China” on 15 June 2008. The charity dinner raised HKD 1.65 million for victims of the Sichuan earthquake.

2008 Promotional Campaign

Le French May has promoted the festival through printing promotion (program brochures, leaflets and postcards) and outdoor advertisements (bus shelters, MTR, banners at art venues, street flags and tram). Le Festival has also produced and distributed 1,000 Le French May T-shirts to schools and students.

Furthermore, Le French May’s trailer was broadcasted on giant screens at shopping malls and various cultural venues. Advertisements were placed in major newspapers, magazines, and television. And there were over 450 mentions of Le Festival in major newspapers, magazines, television, radio and websites in Hong Kong, Macau, China, and France (in Chinese, English, French, and Japanese).

Le French May 2009

This year, Le French May continues to bring numerous cultural and artistic events that cater to a wide range of audience: from popular exhibitions to classical performances, hip hop dance, pop concerts to theatres.

For more information on Le French May 2009, please visit www.frenchmay.com

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